

AMENDED IN SENATE JUNE 21, 2016

AMENDED IN SENATE JUNE 15, 2016

AMENDED IN ASSEMBLY JANUARY 25, 2016

AMENDED IN ASSEMBLY APRIL 22, 2015

CALIFORNIA LEGISLATURE—2015–16 REGULAR SESSION

ASSEMBLY BILL

No. 501

Introduced by Assembly Member Levine
*(Coauthors: Assembly Members Bigelow, Bloom, Gallagher, Gomez,
Lopez, Olsen, Ting, and Wood)*

February 23, 2015

An act to add Section 423.6 to the Government Code, relating to state emblems.

LEGISLATIVE COUNSEL'S DIGEST

AB 501, as amended, Levine. State fabric.

Existing law declares the official state animal, rock, mineral, grass, insect, bird, and marine fish, among other things.

This bill would make denim the official state fabric.

Vote: majority. Appropriation: no. Fiscal committee: no.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. The Legislature finds and declares all of the
- 2 following:
- 3 (a) Denim is a sturdy cotton twill fabric. To create denim fabric,
- 4 horizontal threads pass under two or more vertical threads.

1 However, denim is much more than just a fabric. Denim's history
2 is interwoven with California history from the 1850s through today.

3 (b) Since the 17th century through the present day, denim has
4 been used to make upholstery, tents, blankets, wagon covers, and
5 of course, pants known as jeans.

6 (c) Denim jeans were invented in San Francisco during the Gold
7 Rush Era, and in May 1873, the United States Patent and
8 Trademark Office approved patent number 139,121 for the
9 invention of jeans.

10 (d) The history of denim jeans parallels the history of California.
11 At first, jeans were designed as practical working clothes. They
12 eventually became a symbol of American culture. Jeans have been
13 worn by gold miners, cowboys, farm workers, rock stars, "hippies,"
14 *beatniks*, *hippies*, and people of all walks of life. Jeans were
15 featured in the first Hollywood silent films and became an iconic
16 costume in a variety of genres, especially westerns and war films.

17 (e) Today, California is responsible for about 75 percent of the
18 premium denim jeans sold throughout the world. The industry
19 employs more than 200,000 people in southern California alone,
20 making it the largest fashion manufacturing hub in the United
21 States. Denim jeans can be found in the wardrobes of 96 percent
22 of American consumers who, on average, own seven pairs. Denim
23 jeans represent an estimated \$60 billion global market for retailers.

24 (f) Celebrities, music artists, models, business people, and
25 Californians of all ages continue to wear denim. Jeans have become
26 the uniform for several companies in the technology industry in
27 Silicon Valley. Prominent technology companies developed genius
28 innovations while working in a garage wearing comfortable denim
29 jeans.

30 ~~(g) Denim companies have used their brands to positively impact~~
31 ~~the global community by spreading~~ *Through corporate social*
32 *responsibility initiatives, companies spread* awareness about gender
33 equality, climate change, fair trade, workplace equality, and a
34 variety of other contemporary issues.

35 (h) Several denim companies are now looking into the future
36 and making sustainability a core principal of its business model.
37 California's denim industry has worked to shrink its carbon
38 ~~footprint and combat drought.~~ *and water footprints.*

39 SEC. 2. Section 423.6 is added to the Government Code, to
40 read:

1 423.6. Denim is the official state fabric.

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